

# Vamos MobilityApp / EZHub

## *San Joaquin Valley, California*



### **Key Dates and Project Owner**

The [San Joaquin Council of Governments \(SJCOG\)](#) is an intergovernmental authority in California comprising the County of San Joaquin and the Cities of Stockton, Lodi, Manteca, Tracy, Ripon, Escalon, and Lathrop.<sup>1</sup> In 2020, SJCOG partnered with Masabi and Kyyti to develop a new app that connects transit options and transit agencies in the San Joaquin Valley. Kyyti served as the developer of the app known as '[Vamos Mobility,](#)' while Masabi developed the fare payments-as-a-service (FPaaS) component by adding EZHub to the Vamos app.<sup>2</sup> The app has been live since November of 2020.

### **Geographic Context**

This project serves residents in San Joaquin and Stanislaus counties in the San Joaquin Valley. These areas are largely rural with small-urban or suburban geographic contexts.

### **Project Goals**

According to SJCOG, the goals of the Vamos Mobility project are to:

- Connect different users to transit agencies in the area, including San Joaquin RTD, Manteca Transit, Tracy Tracer, Escalon eTrans, Altamont Corridor Express (ACE Rail), the City of Lodi's GrapeLine, and the City of Ripon's Almond Blossom Express through regional coordination<sup>3</sup>
- Make public transit safer and easier to access throughout the two counties
- Introduce cashless technology to fare systems
- Reduce car dependency and improve environmental conditions in the region (the San Joaquin Valley has some of the worst air quality in the nation and has high rates of childhood asthma<sup>4</sup>)

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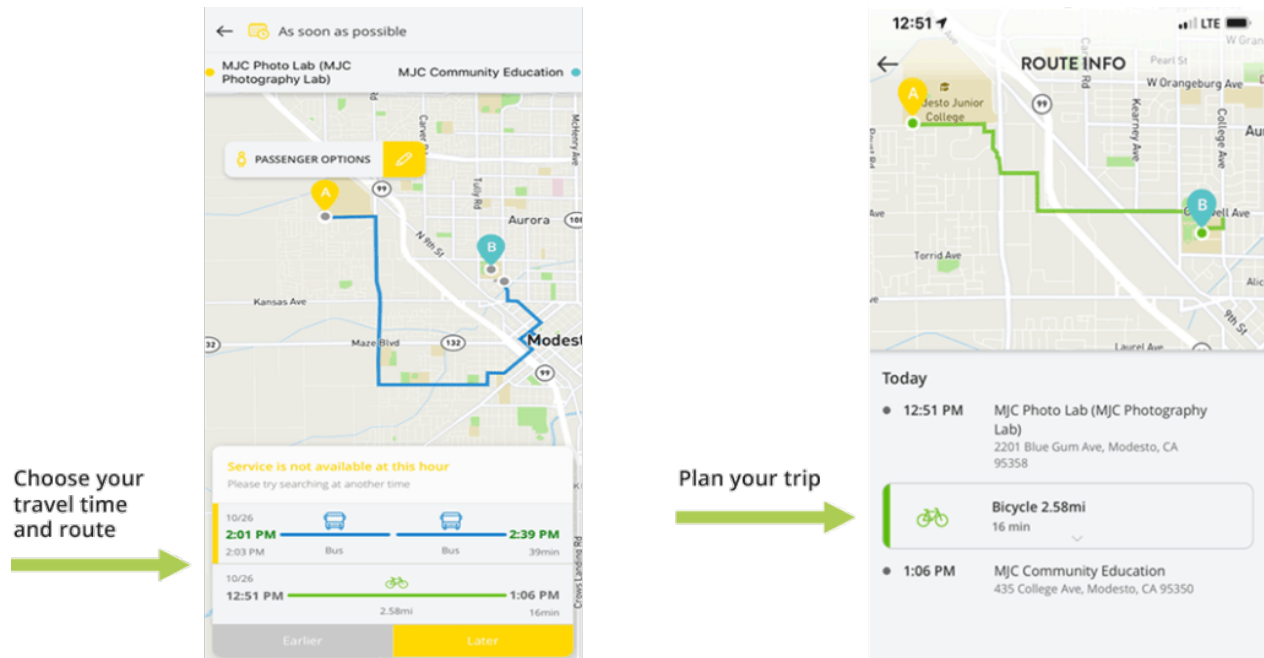
<sup>1</sup> <https://www.sjco.org/>

<sup>2</sup> <https://www.sjco.org/482/EZHub>

<sup>3</sup> <https://www.sjco.org/DocumentCenter/View/5712/EZHub-Press-Release>

<sup>4</sup> <https://rosap.ntl.bts.gov/view/dot/61979>

# 1. Vamos Mobility Trip Planning Tool<sup>5</sup>



## **Governance Model**

The San Joaquin Council of Governments is a unique intergovernmental entity that advocates and handles regional and inter-regional issues in the San Joaquin Valley. In this case, the COG advocated directly for a MaaS platform and continues to support and maintain the app. SJCOG is overseen by a Board of Directors which makes funding decisions regarding where and how to make transportation improvements and establishes regional transportation policies and programs.<sup>6</sup>

Although the Vamos Mobility project was led by SJCOG, it was made possible through public-private partnerships between SJCOG, the transit agencies under its jurisdiction, and the private companies who developed the technology, Masabi and Kyyti. Kyyti's platform allows for trip planning and booking while Masabi's FPaaS contribution, EZHub, allows riders to purchase tickets for any of the participating transit agencies in the Valley.

## **Funding**

In 2018, the California Air Resources Board (CARB) awarded the San Joaquin Valley Air Pollution Control District just over [\\$3 million for the Clean Mobility Options Legacy Project](#). A portion of these funds was allocated to MaaS efforts.<sup>7</sup> The project also received support from the CARB's [Climate Investments program](#), which is funded by cap-and-trade proceeds in the state.<sup>8</sup> Additionally, the San Joaquin and Stanislaus Council of Governments have also provided financial support.

<sup>5</sup> : <https://vamosmobileapp.com/how-it-works/plan-your-trips/>

<sup>6</sup> <https://www.sjcog.org/145/About>

<sup>7</sup> <https://ww2.arb.ca.gov/lci-ecosystem-shared-mobility-san-joaquin-valley>

<sup>8</sup> <https://vamosmobileapp.com/about/vamos-mobility/>

## **Project Components**

The most current version of the project consists of three core components introduced over time, including:

- **Vamos Mobility trip planner app:** The Vamos Mobility app connects transit options in San Joaquin and Stanislaus Counties, by allowing users to plan trip within and between the two counties using either fixed route transit at any of the seven participating agencies, or through the booking of volunteer ridesharing when transit is not available. Users can input their starting location manually or automatically via location, and enter their destination in the app, and they will receive a multimodal plan for their trip that includes transit, walking, biking, and on-demand transportation.
- **EZHub integrated fare system:** The app hosts an integrated fare system for seven transit agencies in the San Joaquin valley, including San Joaquin RTD, Manteca Transit, Tracy Tracer, Escalon eTrans, Altamont Corridor Express (ACE Rail), the City of Lodi's GrapeLine and the City of Ripon's Almond Blossom Express. These tickets cover regional bus and rail services through San Joaquin County and ACE train trips to San Jose. Once users plan their trip in the app, they can directly buy their ticket through the app and have a digital ticket on their phone.
- **VOGO On-demand volunteer transportation:** The Vamos Mobility app allows for booking of [Volunteers on the Go \(VOGO\)](#), which provides rides between rural Riverbank, Lathrop, Manteca, and Escalon and all destinations within Stanislaus and San Joaquin Counties when transit is not available.<sup>9</sup> VOGO volunteers use their own vehicles to provide these rides and are reimbursed for their mileage. Vamos users will be offered a VOGO ride if a volunteer is available. The service is currently free to all users.

## **Related Efforts**

As part of the \$3 million California Air Resources Board grant, San Joaquin Valley has also been developing a carsharing and ride sourcing project in affordable housing communities called "Valley Go" through the MioCar app.

SJCOG was also awarded a \$7 million grant by the California Air Resources Board in 2021 to launch an e-bike-share program and an electric car-share program in the county. In the future, SJCOG plans to integrate EZHub to include e-bikes, electric cars, and other transit options, and hopes to provide solutions for first-last mile issues in transit."<sup>10</sup>

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<sup>9</sup> <https://vamosmobileapp.com/about/vogo/>

<sup>10</sup> <https://insider.govtech.com/california/news/transit-agencies-partner-on-new-ticketing-app.html>